

**Breast Cancer Control Advisory Board (BCCAB) Meeting  
January 28, 2020 Minutes**

**Attending Board Members:**

Co-chair Dr. Ronda Henry-Tillman, Co-chair Dr. Jerri Fant, Dee Collins, Sarah Faitak, Dr. Hope Keiser, Sharon Parrett attended in person and Alicia Storey and Dr. John Lynch via teleconference

**Absent Board Members:**

None

**Arkansas Department of Health (ADH):**

Toney Bailey, Rebecca Hallmark, Debby Harris, Amanda Hunter, Michael Koch, Kimberly Hills, Len Ragsdell, Cheryl Roland, Reginald Rogers, Dr. Hattie Scribner, Brandy Sutphin, Rhonda Brown, Laura Shue, Cristy Jackson, Angela Brown, and Jessica Nease

**Other Organizations:**

No representatives attended the meeting.

**I. Call to order:**

Dr. Ronda Henry Tillman, co-chair, called the meeting to order at 5:05p.m.

**A. Comments from members of the public:**

No comments from the public.

**II. Review and Approval of Minutes from August 06, 2019 and November 12, 2019 quarterly meeting.**

Dr. Ronda Henry-Tillman made a motion to approve the minutes from August 6, 2019. Dr. Jerri Fant seconded, and all Board Members approved on a voice vote. Dr. Jerri Fant made a motion to approve the minutes from the November 12, 2019 meeting. Sharon Parrett seconded, and all Board Members approved on a voice vote.

**Reports**

**A. BreastCare Non-Federal Revenues and Expenditures July 1, 2019 - June 30, 2020.**

Michael Koch, Cancer Section Budget Analyst, presented the fiscal year 2020 second quarter non-federal revenues and expenditures report. BreastCare revenues through December 31, 2019 totaled \$1, 620,385 and BreastCare expenditures totaled 1,487,194, of which \$881,689 was spent on clinical services.

**B. FY2019 2nd Quarter Report/Enrollment - Cheryl Roland**

Cheryl Roland, BreastCare Data and Information Systems Administrator, presented the enrollment report. Total enrollment for fiscal year 2020 was 5,906 women, of which, 3,769 were enrolled in a federally funded plan and 2,137 were enrolled in a state funded plan. A total of 334 more women were enrolled in BreastCare this year compared to the same timeframe in FY19. Ms. Roland noted that the percent of expenditures spent on clinical services, for the month of December was 79.4 % due to payments for the week of Thanksgiving being made the first week in December. Ms. Roland reported 20 breast cancer, one cervical cancer, 35 cervical precancer and 12 hyperplasia diagnoses with two atypical hyperplasia diagnoses.

Discussion was held on whether BreastCare covered the excision of a hyperplasia neoplasm. Dr. Fant explained the rationale for the excision and how it should be coded for diagnosis and billing.

**C. Contracts - Dr. Hattie Scribner**

Dr. Hattie Scribner gave an update on BreastCare contracts.

The St Francis House sub grant targets underserved, uninsured, underinsured women including Marshallese and Hispanic women in Northwest Arkansas to implement health systems change to increase breast and cervical cancer screening rates. This sub grant began October 1, 2019.

The Arkansas Foundation for Medical Care (AFMC) contract began November 20th, 2019. This contract was established to conduct quality assurance and improvement of the St. Francis health systems delivery services, which includes five clinics.

The statewide mobile mammography request for applications was posted again on December 9<sup>th</sup> and closed January 10, 2020. One application was received. The review process is pending.

The St. Bernard's sub-grant for mobile mammography went to Legislative Review on January 14 and has an anticipated start date of February 1, 2020.

As of December 2019, UAMS mobile mammography participated in 16 events including five worksheets and three after hour events. They received 250 referrals and screened 252 of these, 110 enrolled in BreastCare and 101 received screenings.

Dr. Scribner also presented the marketing report from the 2<sup>nd</sup> quarter. The radio campaign spent \$ 99,960 that was previously approved by the board. The campaign started September 16, 2019 and ended December 31, 2019. A total 8, 111 radio ads were purchased on various stations such as gospel, country, contemporary stations including Marshallese and Hispanic stations.

**D. FY2019 2th Quarter Report-Social Media Outreach Report:**

Amanda Hunter gave fiscal year 2020, second quarter social media and outreach report. As of December 31, BreastCare had 895 likes and 33 new likes were reported in the quarter. The page likes activity spiked in October and early November 2019. The BreastCare Facebook page averaged two-five posts a week. Ten posts had 100 people reached and 44 posts had one or more shares. As of December 31, BreastCare has 871 followers, which is an increase of 35 followers in the second quarter. The demographic data of people who like the BreastCare page reveals 88% are women and 12% are men, with most being in the 45-54 age group.

Amanda also discussed outreach efforts in underserved areas. They are providing health education and enrollment in the program at various community sites. They include homeless shelters, substance abuse center, food pantries and domestic violence shelters.

**III. Action Item from January 28, 2020**

None

**IV. Other Business:**

Reginald Rogers asked the board to approved reimbursement of travel for Board Members to attend the BCCAB meetings. Dr. Jeri Fanta approved made the motion, and Dee Collins seconded, and All Board Members approved the motion on a voice vote.

**V. Closing**

Dr. Ronda Henry-Tillman made a motion to adjourn and it was seconded by Dr. Jerri Fant. All members approved and the meeting adjourned at 5:45pm.